Otrum Digital Signage Solution Document

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INTRODUCTION TO OTRUM

Founded in 1985, OTRUM is headquartered in Oslo, Norway, with established sales offices and a distribution partner network across Europe, the Middle East, and Africa.

OTRUM is a leader in the provision of interactive TV solutions and content towards the hospitality industry. In 2007 OTRUM expanded its product line and vision by offering OTRUM Digital Signage within the hospitality industry and beyond.

OTRUM DIGITAL SIGNAGE

OTRUM Digital Signage enables the publishing of information to screens throughout your property - your restaurant, bar, lobby, conference area, elevator, etc. Networks can be wired or wireless, screens can be indoor or outdoor, portrait or landscape.

The system offers two solutions in one: a dynamic publishing tool and a comprehensive conference & way-finding system.

Both campaigns and conferences can be scheduled in advance, and because the entire system is web based, it can be managed from any location with any web enabled device.

ACCESS LEVELS

The system functions in a single property or within the framework of a chain, allowing full visibility and access from headquarters while allowing local staff to run campaigns and schedule conferences for their property.

Individual usernames and passwords enable secure access at the appropriate level, whether from the headquarters with an overview of several properties within a brand or region, from a single property, or even limited to a conference booking role within a property.

BRANDED TEMPLATES

Customized background templates can be uploaded to the system for brand building and to promote a cohesive image throughout your property or chain.

The basic templates package includes 1 Summary Screen, 1 Conference Screen, and 1 PowerPoint background which can be used to create PNG images.

HOTEL
Direktor Verena Dieckmann
On duty Sarah Mues
ZUM SORGLOSPREIS:
MIT VIELEN GRATIS-EXTRAS.
Mo - Do Fr - So
Standardzimmer ab 96 EUR ab 96 EUR
Standardzimmer Queensize ab 108 EUR ab 108 EUR
Familienzimmer ab 148 EUR ab 148 EUR
Accor Favourite Guest ab 86 EUR ab 86 EUR
Haustiere / Parkplatz 10 EUR / 8,90 EUR
Designkomfort
Gratis-Frühstück
Gratis-WLAN
Und noch mehr Gratis-Extras
Gästenotizen: Jetzt bei Le Club Accor anmelden und einen Getränkegutschein an der Hotelbar einlösen

PUBLISHING CAMPAIGNS

The system can generate campaigns consisting of:

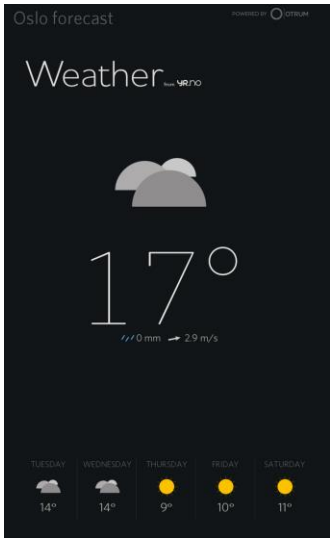
- Text – to send on-the-fly messages.
- Images - including PowerPoint slides saved as PNG images.
- Videos – with or without audio.
- Pricelists – out of stock items can be easily removed.
- RSS Feeds – airport departures, weather, news, etc.

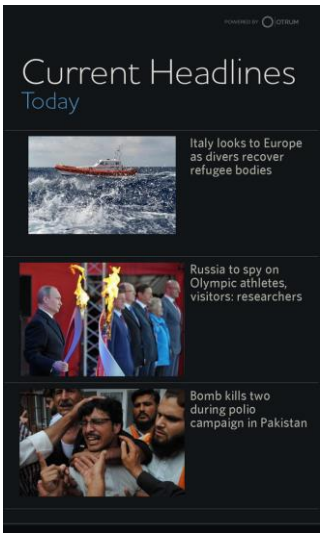
DATA INFORMATION FEEDS

DIFs consist of live data pulled from the web, which are automatically updated and displayed on screen. While DIF can be sourced directly, Otrum has established licensing agreements with key DIF providers to facilitate the convenient acquisition and legal display of the data. Otrum's DIF portfolio includes but is not limited to:

- Airport arrivals and departures
- Weather conditions and forecasts
- International headline news

The background template for each DIF can be fully customized, and can be designed to complement branded templates, for a completely professional and cohesive identify throughout your property.




Current Headlines
Today
Italy looks to Europe as divers recover refugee bodies
Russia to spy on Olympic athletes, visitors: researchers
Bomb kills two during polio campaign in Pakistan

Time Destination Airline Flight Info
19:25 Warzawa Norwegian DY2028
17:00 Aarhus British Airways BA8280
19:25 London/Heathrow British Airways BA761 cancelled 01:00
19:25 London/Heathrow British Airways BA761F cancelled 01:00
19:25 Zurich Swiss International Air Lines LX8811 departed 08:48
19:25 Frankfurt Norwegian DY1788 goto gate
19:25 Longyerbyen SAS SK4414 boarding
19:25 Røros SAS DY2028 cancelled 22:00
19:25 Amsterdam Danu Oro Transportas DY2028
19:25 Alicante KLM DY2028 last call
19:25 Szencin Norwegian DY2028 delayed 23:00
19:25 Bardufoss Norwegian DY2028
19:25 Warzawa Norwegian DY2028
OSLO AIRPORT GARDERMOEN
Departures page 1/4
OTRUM

QR CODES

QR Codes are a simple and affordable way to lead guests to detailed information on the web. Several QR Code generators and scanners are readily available via the web or as free downloadable apps to smart devices. With an embedded QR code, campaigns become interactive, prompting guests to further action whether it is registering for your loyalty program, placing dinner reservations, booking a spa appointment, receiving a subway map, or just reading about city events. If there's a web site, you can bring it to your guests.

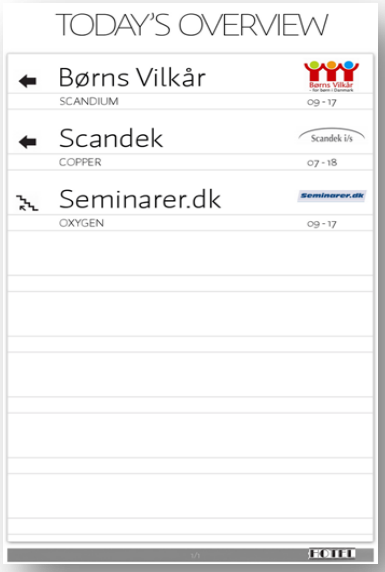
CONFERENCE & WAY-FINDING

The conference and way-finding functionality makes scheduling conferences easy and the way-finding icons help guests navigate through your property while minimizing questions for your concierge.

Designated conference screens can be used to display campaigns as well. In this way each screen is fully utilized regardless of conference booking levels, and valuable screen real estate is never blank.

SUMMARY SCREENS

When a conference is scheduled, designated summary screens are automatically updated with the conference name, logo, time-slot, conference room, and way-finding icon. Summary Screens can be set to a frequent rotation which means they will never get lost in the shuffle, regardless of how many campaigns are scheduled to appear on the same screen. A summary screen is depicted in the SCREENS section.



LOGOS

While scheduling a conference the company logos can be uploaded to the system and saved for future bookings. Company logos are displayed on screens adjacent to conference rooms as well as on the summary screen, making it easy for guests to identify their conference.

WAY-FINDING ICONS

Way-finding icons are small, helpful images that guide guests to their conference room. During the installation and configuration phase, summary screens are mapped to conference rooms so that when a conference is booked in a specific room, the system automatically points the way.

OTRUM has a selection of 99 way-finding icons ranging from simple arrows to illustrative escalators, elevators, stairs, etc.

WEB INTERFACE

The intuitive web interface makes it easy to see active campaigns and conferences, and schedule new ones.

Figure 1 in the Overview section of the web interface shows a series of Display Groups. Each Display Group shows unique content to at least one screen.

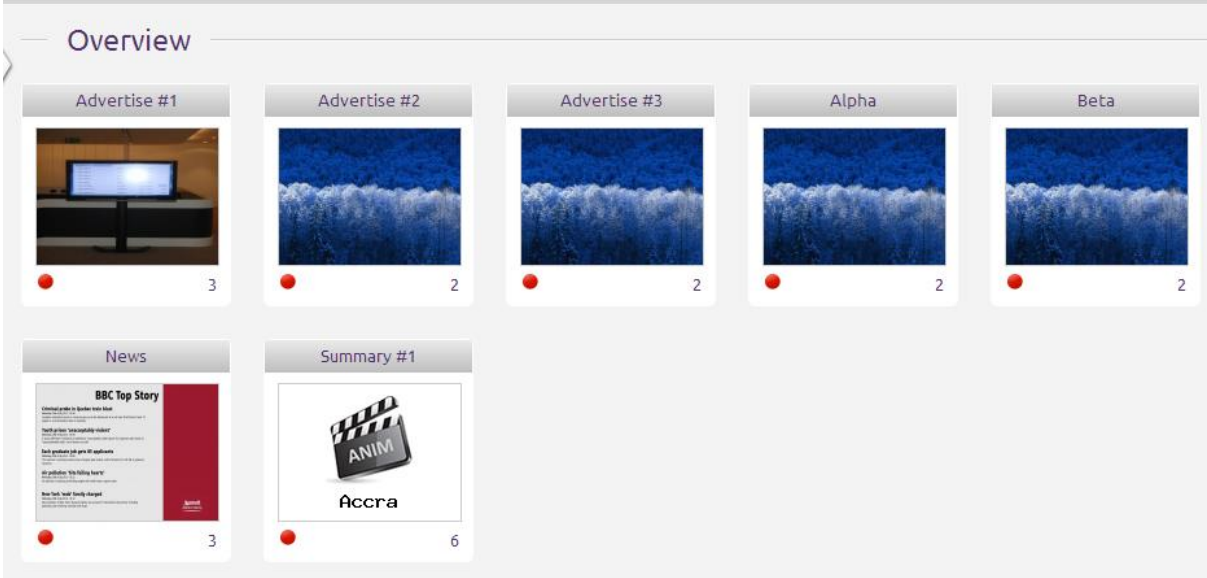


Figure 1: Overview

When clicked, each Display Group's scheduled content is listed in a Playlist as shown in **Figure 2.**

Figure 2: Playlist

Regardless of content type, the same simple steps apply. When prompted, a window appears where details can be specified. A scheduled campaign will show up as an item in the playlist. **Figure 3** shows the window for adding text.

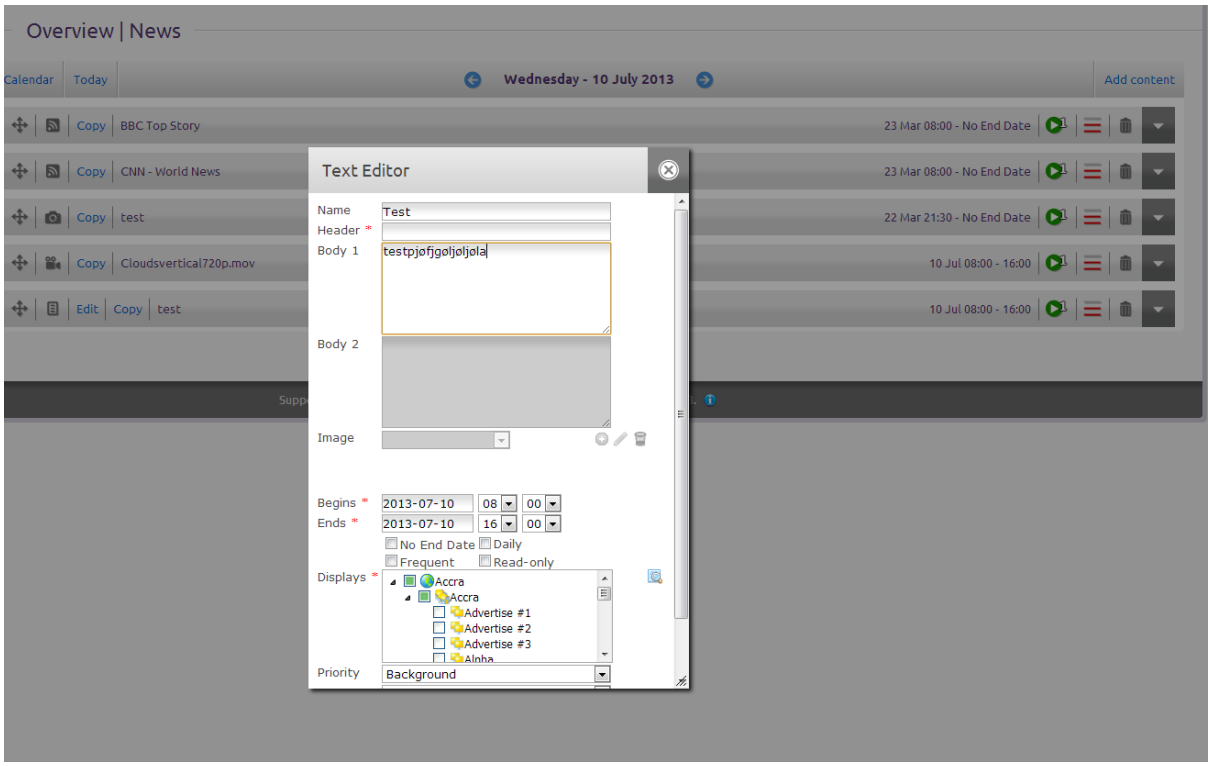


Figure 3: Adding a Text Campaign

A scheduled conference will show up in the conference calendar. Once scheduled, the system will automatically generate an entry on the designated summary screen(s), eliminating the need for double data entry. As shown below in **Figure 4**, all scheduled conferences for a single day are visible in one view.

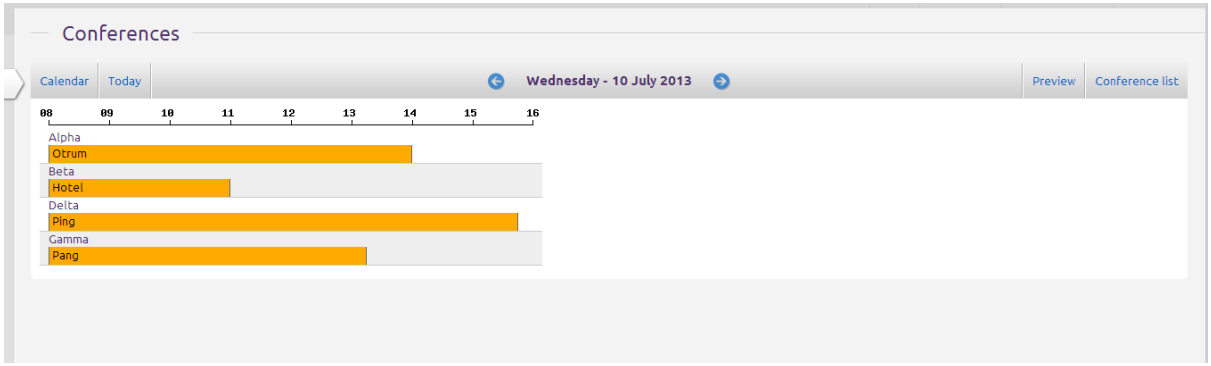


Figure 4: Conference Calendar

TECHNICAL OVERVIEW

Each screen is connected to a Media Player, which is continuously online and updated.

Users may connect to the web portal from an internet connection, using any web enabled device, including but not limited to:

- PC clients (Explorer, Firefox, Opera, etc.,)
- Apple clients (Safari, Firefox, Opera, etc.,)
- Smartphones / iPhones
- iPad
- Windows7 Tablet PCs

Using the latest web technology, Otrum eliminates the need for a server on the premises. Instead, each screen is connected to the hotel's network while content is stored on the cloud server, offering both security and redundancy.

Figure 5 shows how multiple users can login via the web, and through the hotel network, distribute content to all types of public area screens.

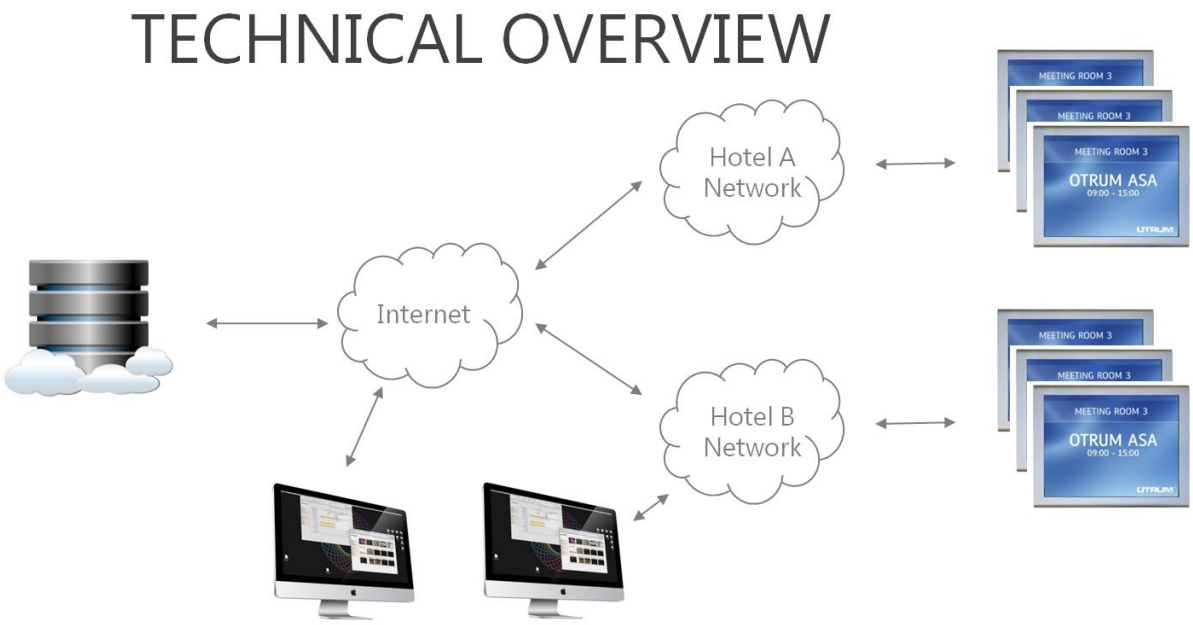
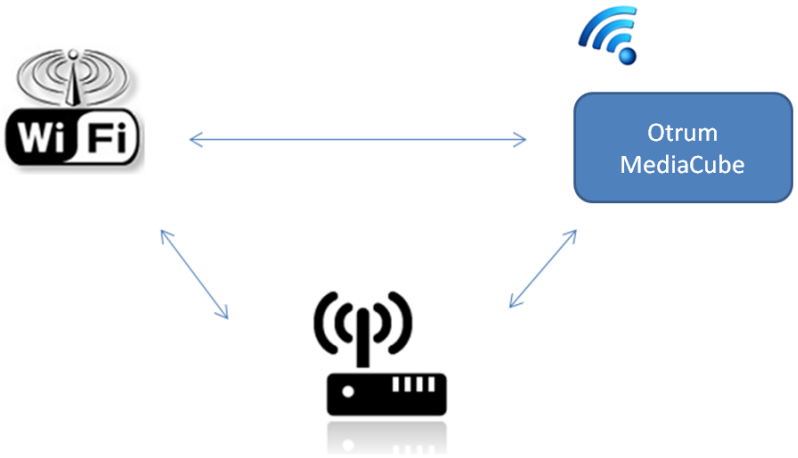


Figure 5: Architecture of a hotel network

WIRELESS

Each MediaCube requires a power source and an Ethernet connection to the internet.

A wireless configuration is possible utilizing an optional USB Wireless LAN connection for each MediaCube.

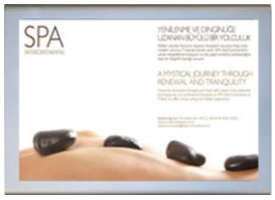


SIGNAGE SCREENS

Otrum Digital Signage can interface with any professional display monitor that can receive HDMI input (Option for VGA and DVI). Otrum has relationships with several screen vendors in the industry:

- Bang & Olufsen
- LG
- Loewe
- MultiQ
- Philips
- Samsung

The 4:3 MultiQ model is suitable for conference screens outside the meeting rooms. Samsung and LG display monitors are popular and affordable options for large format displays. Alternative models, dimensions, and vendors can be sourced upon request.



OTRUM TOTEM:

- 42''-82'' LCD/LED screen.
- Integrated Media Player
- Any RAL colour & Branding
- Touch screen option.
- Wi-Fi/LAN options.

MINI SIGN:

(Perfect to be used outside meeting rooms)

- 10'' LCD screen
- Integrated Wi-Fi receiver, storage and player
- Functions as a normal signage display
- Portrait or Landscape
- Images only (incl. RSS / Wayfinding)